

communicating the purchasing incentive to the buyer over the computer network, the purchasing incentive being redeemable at the selected reseller.

47. (Amended) A system for providing a purchasing incentive to a buyer over a computer network, comprising:

a reseller database for storing information concerning one or more resellers;  
an entry screen, accessible over the computer network, capable of receiving information indicating a geographic location of the buyer; and

a computer software program capable of selecting from the reseller database a reseller having a producer-assigned territory covering the geographic location of the buyer, the software program communicating the purchasing incentive to the buyer over the computer network, wherein the purchasing incentive is redeemable at the selected reseller.

#### REMARKS

Applicant's attorney would like to thank the Examiner for taking the time to discuss this application with him during the telephonic Examiner's Interview on January 24, 2003. The Examiner's professionalism and patience with Applicant's attorney is a credit to the PTO Examiner Corps. Applicant's attorney believes that the Interview has significantly clarified the rejections and has advanced the issues in this Application.

Based on the discussions during the Interview, Applicant respectfully submits the following additional reasons in support of the allowability of the pending claims. Applicant requests that the following remarks be entered into the record.